



Market Profile

Air Trade Center
 Lat.: 40.974 Long.: -85.217
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM
 Latitude: 40.97361
 Longitude: -85.21678

	20 minutes	40 minutes	60 minutes
Population Summary			
2000 Total Population	178,840	498,616	862,314
2010 Total Population	183,948	524,811	884,579
2016 Total Population	192,322	541,793	904,645
2016 Group Quarters	2,861	10,121	21,613
2021 Total Population	199,698	557,642	922,572
2016-2021 Annual Rate	0.76%	0.58%	0.39%
2016 Total Daytime Population	221,392	545,868	888,098
Workers	117,250	264,986	414,655
Residents	104,142	280,882	473,443
Household Summary			
2000 Households	70,536	191,262	329,183
2000 Average Household Size	2.50	2.56	2.56
2010 Households	72,129	202,822	341,010
2010 Average Household Size	2.51	2.54	2.53
2016 Households	75,338	209,501	349,410
2016 Average Household Size	2.51	2.54	2.53
2021 Households	78,222	215,714	356,644
2021 Average Household Size	2.52	2.54	2.53
2016-2021 Annual Rate	0.75%	0.59%	0.41%
2010 Families	47,087	136,982	232,638
2010 Average Family Size	3.11	3.09	3.06
2016 Families	48,656	140,101	236,013
2016 Average Family Size	3.13	3.10	3.06
2021 Families	50,235	143,504	239,656
2021 Average Family Size	3.13	3.10	3.06
2016-2021 Annual Rate	0.64%	0.48%	0.31%
Housing Unit Summary			
2000 Housing Units	77,347	205,368	358,684
Owner Occupied Housing Units	62.8%	68.9%	69.2%
Renter Occupied Housing Units	28.4%	24.2%	22.6%
Vacant Housing Units	8.8%	6.9%	8.2%
2010 Housing Units	81,605	223,219	385,183
Owner Occupied Housing Units	58.8%	65.8%	65.1%
Renter Occupied Housing Units	29.6%	25.0%	23.4%
Vacant Housing Units	11.6%	9.1%	11.5%
2016 Housing Units	85,131	230,739	395,898
Owner Occupied Housing Units	56.4%	63.6%	62.9%
Renter Occupied Housing Units	32.1%	27.2%	25.4%
Vacant Housing Units	11.5%	9.2%	11.7%
2021 Housing Units	88,183	237,503	404,687
Owner Occupied Housing Units	56.5%	63.6%	62.8%
Renter Occupied Housing Units	32.2%	27.2%	25.3%
Vacant Housing Units	11.3%	9.2%	11.9%
Median Household Income			
2016	\$45,146	\$50,783	\$48,905
2021	\$51,726	\$56,594	\$54,776
Median Home Value			
2016	\$113,570	\$123,331	\$117,756
2021	\$134,474	\$144,789	\$140,843
Per Capita Income			
2016	\$24,785	\$25,247	\$24,191
2021	\$27,087	\$27,844	\$26,759
Median Age			
2010	35.4	36.4	37.4
2016	36.4	37.4	38.4
2021	37.2	38.1	39.2

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



Market Profile

Air Trade Center
 Lat.: 40.974 Long.: -85.217
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM
 Latitude: 40.97361
 Longitude: -85.21678

	20 minutes	40 minutes	60 minutes
2016 Households by Income			
Household Income Base	75,338	209,501	349,410
<\$15,000	13.9%	10.9%	11.3%
\$15,000 - \$24,999	11.4%	10.4%	11.4%
\$25,000 - \$34,999	13.4%	11.7%	12.0%
\$35,000 - \$49,999	15.2%	15.9%	16.3%
\$50,000 - \$74,999	19.1%	21.3%	21.4%
\$75,000 - \$99,999	10.9%	13.3%	12.9%
\$100,000 - \$149,999	9.9%	11.1%	10.2%
\$150,000 - \$199,999	3.2%	2.9%	2.5%
\$200,000+	3.0%	2.5%	2.1%
Average Household Income	\$62,913	\$64,611	\$61,843
2021 Households by Income			
Household Income Base	78,222	215,714	356,644
<\$15,000	14.2%	11.0%	11.3%
\$15,000 - \$24,999	10.9%	10.2%	11.6%
\$25,000 - \$34,999	13.7%	11.2%	10.3%
\$35,000 - \$49,999	9.1%	9.5%	10.6%
\$50,000 - \$74,999	20.2%	22.4%	22.7%
\$75,000 - \$99,999	12.8%	15.6%	15.2%
\$100,000 - \$149,999	11.9%	13.6%	12.6%
\$150,000 - \$199,999	4.0%	3.7%	3.3%
\$200,000+	3.2%	2.7%	2.3%
Average Household Income	\$68,834	\$71,325	\$68,447
2016 Owner Occupied Housing Units by Value			
Total	48,023	146,805	249,006
<\$50,000	15.2%	10.8%	12.8%
\$50,000 - \$99,999	28.9%	27.9%	29.0%
\$100,000 - \$149,999	21.6%	24.3%	23.0%
\$150,000 - \$199,999	12.9%	14.9%	14.4%
\$200,000 - \$249,999	7.3%	8.2%	8.0%
\$250,000 - \$299,999	4.5%	5.0%	4.4%
\$300,000 - \$399,999	4.4%	4.8%	4.4%
\$400,000 - \$499,999	2.0%	1.8%	1.8%
\$500,000 - \$749,999	1.9%	1.3%	1.4%
\$750,000 - \$999,999	0.7%	0.5%	0.5%
\$1,000,000 +	0.5%	0.4%	0.4%
Average Home Value	\$152,804	\$155,286	\$149,774
2021 Owner Occupied Housing Units by Value			
Total	49,793	151,093	254,054
<\$50,000	11.8%	7.7%	8.8%
\$50,000 - \$99,999	25.9%	23.0%	23.1%
\$100,000 - \$149,999	17.8%	21.5%	22.1%
\$150,000 - \$199,999	17.1%	19.3%	18.8%
\$200,000 - \$249,999	11.2%	12.4%	12.2%
\$250,000 - \$299,999	6.1%	6.6%	5.9%
\$300,000 - \$399,999	4.6%	5.2%	4.8%
\$400,000 - \$499,999	2.0%	1.8%	1.7%
\$500,000 - \$749,999	2.2%	1.5%	1.6%
\$750,000 - \$999,999	0.8%	0.6%	0.6%
\$1,000,000 +	0.5%	0.4%	0.3%
Average Home Value	\$168,358	\$171,808	\$167,511

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



Market Profile

Air Trade Center
 Lat.: 40.974 Long.: -85.217
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM
 Latitude: 40.97361
 Longitude: -85.21678

	20 minutes	40 minutes	60 minutes
2010 Population by Age			
Total	183,948	524,810	884,579
0 - 4	7.5%	7.2%	6.9%
5 - 9	7.7%	7.3%	7.1%
10 - 14	7.6%	7.4%	7.2%
15 - 24	13.7%	13.8%	13.8%
25 - 34	13.0%	12.5%	12.0%
35 - 44	12.7%	12.7%	12.5%
45 - 54	14.6%	14.5%	14.6%
55 - 64	11.7%	11.9%	12.2%
65 - 74	6.1%	6.6%	7.2%
75 - 84	3.8%	4.2%	4.5%
85 +	1.6%	1.9%	2.0%
18 +	72.6%	73.6%	74.3%
2016 Population by Age			
Total	192,321	541,791	904,645
0 - 4	7.2%	6.8%	6.6%
5 - 9	7.2%	6.9%	6.7%
10 - 14	7.3%	7.0%	6.8%
15 - 24	13.6%	13.4%	13.5%
25 - 34	13.1%	12.8%	12.3%
35 - 44	12.4%	12.3%	12.1%
45 - 54	12.9%	13.0%	13.0%
55 - 64	12.9%	13.0%	13.3%
65 - 74	8.0%	8.4%	9.0%
75 - 84	3.8%	4.1%	4.5%
85 +	1.7%	2.1%	2.1%
18 +	74.2%	75.2%	75.9%
2021 Population by Age			
Total	199,697	557,642	922,572
0 - 4	7.1%	6.7%	6.4%
5 - 9	6.9%	6.7%	6.5%
10 - 14	7.1%	7.0%	6.8%
15 - 24	13.0%	12.7%	12.8%
25 - 34	13.2%	12.9%	12.3%
35 - 44	12.5%	12.5%	12.1%
45 - 54	11.9%	12.0%	12.0%
55 - 64	12.7%	12.8%	13.2%
65 - 74	9.5%	10.0%	10.5%
75 - 84	4.4%	4.8%	5.2%
85 +	1.7%	2.0%	2.1%
18 +	74.7%	75.5%	76.2%
2010 Population by Sex			
Males	89,585	256,882	433,990
Females	94,363	267,929	450,589
2016 Population by Sex			
Males	93,920	265,787	445,161
Females	98,401	276,006	459,484
2021 Population by Sex			
Males	97,829	274,506	455,608
Females	101,869	283,137	466,964

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



Market Profile

Air Trade Center
 Lat.: 40.974 Long.: -85.217
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM
 Latitude: 40.97361
 Longitude: -85.21678

	20 minutes	40 minutes	60 minutes
2010 Population by Race/Ethnicity			
Total	183,948	524,810	884,579
White Alone	72.0%	85.0%	88.6%
Black Alone	17.0%	8.1%	5.5%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	3.0%	2.0%	1.4%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	4.2%	2.2%	2.1%
Two or More Races	3.3%	2.3%	2.0%
Hispanic Origin	8.6%	5.2%	4.8%
Diversity Index	53.8	34.2	28.4
2016 Population by Race/Ethnicity			
Total	192,323	541,793	904,645
White Alone	69.6%	83.0%	86.9%
Black Alone	17.1%	8.4%	5.9%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	4.0%	2.8%	1.9%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	4.9%	2.6%	2.5%
Two or More Races	3.9%	2.8%	2.4%
Hispanic Origin	10.0%	6.1%	5.7%
Diversity Index	57.7	38.4	32.4
2021 Population by Race/Ethnicity			
Total	199,696	557,642	922,572
White Alone	67.4%	81.0%	85.2%
Black Alone	17.1%	8.6%	6.1%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	5.0%	3.6%	2.6%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	5.5%	3.0%	2.8%
Two or More Races	4.5%	3.3%	2.9%
Hispanic Origin	11.3%	7.1%	6.6%
Diversity Index	61.1	42.3	35.9
2010 Population by Relationship and Household Type			
Total	183,948	524,811	884,579
In Households	98.4%	98.1%	97.6%
In Family Households	82.1%	82.8%	82.7%
Householder	25.5%	26.1%	26.3%
Spouse	17.7%	19.7%	20.1%
Child	33.7%	32.6%	31.8%
Other relative	2.8%	2.3%	2.3%
Nonrelative	2.4%	2.2%	2.3%
In Nonfamily Households	16.3%	15.2%	14.8%
In Group Quarters	1.6%	1.9%	2.4%
Institutionalized Population	0.7%	1.1%	1.1%
Noninstitutionalized Population	0.8%	0.9%	1.3%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



Market Profile

Air Trade Center
 Lat.: 40.974 Long.: -85.217
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM
 Latitude: 40.97361
 Longitude: -85.21678

	20 minutes	40 minutes	60 minutes
2016 Population 25+ by Educational Attainment			
Total	124,629	356,387	600,465
Less than 9th Grade	4.2%	3.2%	3.6%
9th - 12th Grade, No Diploma	7.5%	6.3%	7.0%
High School Graduate	26.8%	28.7%	31.6%
GED/Alternative Credential	4.3%	4.3%	4.9%
Some College, No Degree	22.4%	22.4%	21.4%
Associate Degree	9.9%	10.1%	9.5%
Bachelor's Degree	16.2%	16.1%	14.1%
Graduate/Professional Degree	8.7%	8.9%	7.9%
2016 Population 15+ by Marital Status			
Total	150,696	429,141	722,608
Never Married	34.0%	29.7%	28.5%
Married	47.0%	52.1%	52.9%
Widowed	5.7%	5.9%	6.1%
Divorced	13.4%	12.4%	12.5%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	93.6%	94.9%	94.8%
Civilian Unemployed	6.4%	5.1%	5.2%
2016 Employed Population 16+ by Industry			
Total	89,676	263,853	435,252
Agriculture/Mining	0.7%	1.1%	1.6%
Construction	4.7%	4.9%	4.7%
Manufacturing	20.4%	22.0%	25.1%
Wholesale Trade	3.2%	3.0%	2.6%
Retail Trade	11.7%	12.0%	11.7%
Transportation/Utilities	4.1%	4.0%	3.8%
Information	1.7%	1.8%	1.5%
Finance/Insurance/Real Estate	5.7%	5.6%	4.8%
Services	45.8%	43.3%	41.6%
Public Administration	2.0%	2.4%	2.5%
2016 Employed Population 16+ by Occupation			
Total	89,678	263,853	435,252
White Collar	54.6%	55.7%	53.0%
Management/Business/Financial	11.1%	12.5%	11.8%
Professional	20.5%	20.3%	18.7%
Sales	9.4%	9.4%	9.5%
Administrative Support	13.5%	13.5%	13.1%
Services	17.8%	16.2%	16.1%
Blue Collar	27.5%	28.2%	30.9%
Farming/Forestry/Fishing	0.3%	0.4%	0.6%
Construction/Extraction	4.4%	4.5%	4.4%
Installation/Maintenance/Repair	3.3%	3.3%	3.5%
Production	12.1%	12.2%	14.1%
Transportation/Material Moving	7.6%	7.8%	8.4%
2010 Population By Urban/ Rural Status			
Total Population	183,948	524,811	884,579
Population Inside Urbanized Area	82.4%	59.7%	35.5%
Population Inside Urbanized Cluster	2.4%	14.0%	28.9%
Rural Population	15.2%	26.3%	35.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



Market Profile

Air Trade Center
 Lat.: 40.974 Long.: -85.217
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM
 Latitude: 40.97361
 Longitude: -85.21678

	20 minutes	40 minutes	60 minutes
2010 Households by Type			
Total	72,129	202,821	341,010
Households with 1 Person	28.9%	27.0%	26.6%
Households with 2+ People	71.1%	73.0%	73.4%
Family Households	65.3%	67.5%	68.2%
Husband-wife Families	45.2%	51.0%	52.1%
With Related Children	20.1%	22.3%	21.8%
Other Family (No Spouse Present)	20.0%	16.6%	16.1%
Other Family with Male Householder	5.0%	4.6%	4.7%
With Related Children	3.1%	2.9%	3.0%
Other Family with Female Householder	15.1%	12.0%	11.4%
With Related Children	10.9%	8.4%	7.9%
Nonfamily Households	5.8%	5.5%	5.2%
All Households with Children	34.7%	34.2%	33.3%
Multigenerational Households	3.4%	3.0%	3.0%
Unmarried Partner Households	6.9%	6.5%	6.6%
Male-female	6.3%	5.9%	6.0%
Same-sex	0.7%	0.6%	0.5%
2010 Households by Size			
Total	72,129	202,821	341,010
1 Person Household	28.9%	27.0%	26.6%
2 Person Household	32.1%	33.9%	34.9%
3 Person Household	15.1%	15.2%	15.2%
4 Person Household	12.8%	13.2%	12.9%
5 Person Household	6.8%	6.7%	6.5%
6 Person Household	2.7%	2.5%	2.5%
7 + Person Household	1.6%	1.6%	1.6%
2010 Households by Tenure and Mortgage Status			
Total	72,129	202,822	341,010
Owner Occupied	66.5%	72.5%	73.6%
Owned with a Mortgage/Loan	47.6%	52.1%	51.1%
Owned Free and Clear	18.9%	20.3%	22.5%
Renter Occupied	33.5%	27.5%	26.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	81,605	223,219	385,183
Housing Units Inside Urbanized Area	83.9%	61.3%	35.6%
Housing Units Inside Urbanized Cluster	2.3%	14.4%	30.0%
Rural Housing Units	13.7%	24.3%	34.4%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



Market Profile

Air Trade Center
 Lat.: 40.974 Long.: -85.217
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM
 Latitude: 40.97361
 Longitude: -85.21678

	20 minutes	40 minutes	60 minutes
Top 3 Tapestry Segments			
1.	Hardscrabble Road (8G)	Salt of the Earth (6B)	Salt of the Earth (6B)
2.	Traditional Living (12B)	Traditional Living (12B)	Heartland Communities
3.	Salt of the Earth (6B)	Rustbelt Traditions (5D)	Traditional Living (12B)
2016 Consumer Spending			
Apparel & Services: Total \$	\$123,847,086	\$348,550,078	\$552,182,227
Average Spent	\$1,643.89	\$1,663.72	\$1,580.33
Spending Potential Index	82	83	78
Education: Total \$	\$85,847,139	\$241,094,077	\$372,681,883
Average Spent	\$1,139.49	\$1,150.80	\$1,066.60
Spending Potential Index	81	81	75
Entertainment/Recreation: Total \$	\$180,305,928	\$516,473,488	\$831,423,441
Average Spent	\$2,393.29	\$2,465.26	\$2,379.51
Spending Potential Index	82	85	82
Food at Home: Total \$	\$319,191,714	\$901,400,228	\$1,454,017,871
Average Spent	\$4,236.80	\$4,302.61	\$4,161.35
Spending Potential Index	85	86	84
Food Away from Home: Total \$	\$192,233,008	\$542,885,810	\$864,141,525
Average Spent	\$2,551.61	\$2,591.33	\$2,473.14
Spending Potential Index	83	84	80
Health Care: Total \$	\$334,223,612	\$971,465,922	\$1,591,445,906
Average Spent	\$4,436.32	\$4,637.05	\$4,554.67
Spending Potential Index	84	88	86
HH Furnishings & Equipment: Total \$	\$109,256,578	\$312,499,384	\$498,677,012
Average Spent	\$1,450.22	\$1,491.64	\$1,427.20
Spending Potential Index	82	84	81
Personal Care Products & Services: Total \$	\$44,726,514	\$127,555,484	\$203,986,678
Average Spent	\$593.68	\$608.85	\$583.80
Spending Potential Index	81	83	80
Shelter: Total \$	\$950,466,782	\$2,665,907,288	\$4,184,175,794
Average Spent	\$12,616.03	\$12,725.03	\$11,974.97
Spending Potential Index	81	82	77
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$145,618,315	\$422,426,217	\$683,590,474
Average Spent	\$1,932.87	\$2,016.34	\$1,956.41
Spending Potential Index	83	87	84
Travel: Total \$	\$110,051,336	\$319,650,864	\$507,282,386
Average Spent	\$1,460.77	\$1,525.77	\$1,451.83
Spending Potential Index	78	82	78
Vehicle Maintenance & Repairs: Total \$	\$65,025,517	\$186,383,074	\$302,067,666
Average Spent	\$863.12	\$889.65	\$864.51
Spending Potential Index	83	86	84

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.